

## REMARKS

By the present amendment, Claims 1 and 2 have been canceled and Claims 3-22 have been added. Claims 3-22 remain pending in the present application. Claims 3 and 13 are independent claims.

Applicant appreciates the courtesies extended to Applicant's representative during the personal interview held August 26, 2004. The present response summarizes the substance of the interview. At the interview Applicant's representative discussed the distinction between the prior art and the claimed invention. Applicant's representative presented arguments traversing the rejection of Claims 1 and 2 under 35 U.S.C. § 102(e) as allegedly being anticipated by Landress et al. (U.S. Patent Application Publication No. 2003/0191816). A formal agreement as to the patentability of the claims was withheld by the Examiner pending a thorough review of arguments presented at the interview, a thorough review of this amendment, and a further update search.

Claims 1 and 2 are rejected under 35 U.S.C. § 102(e) as allegedly being anticipated by Landress et al. Applicant respectfully submits that the cancellation of Claims 1 and 2 renders this rejection moot.

Applicant has added new claims 3-20 to more particularly define Applicant's claimed invention in view of the prior art of record. Applicant respectfully submits that the newly added claims are fully supported by the original disclosure, and introduce no new matter therewith.

The claimed invention is directed to a method and system for automatically, electronically, independently, and interactively selling, trading, or exchanging interests in personal, real, or information property instantly using a suitable computer and an appropriate communications medium.

Newly added independent Claim 3 recites an electronic classified advertising system, and newly added independent Claim 13 recites an electronic classified advertising method that each carry out steps including providing a multi-tier hierarchical structure with a top level sections menu and lower tier section menus, providing each section menu with a SEARCH ADS link, providing each section menu with a PLACE ADS link, providing each section menu with an EDIT ADS link, providing each section menu with a MY PROFILE link, providing each section menu with a MY CHECKLIST link, providing each section menu with an AUTO NOTIFY link, providing each section menu with a HELP link, providing each section menu with a BROWSE ADS link, providing each section menu with an ADVANCED SEARCH link, providing each section menu with a POWER SEARCH link, publishing a classified advertisement, searching for classified ads by category and subcategory, posting new classified ads by end users, modifying, renewing, and deleting classified ads by end users, creating, modifying, and deleting a personal search agent to automatically send new classified ads by email that match predefined criteria, establishing advertisement response criteria; and privately and securely responding to electronic classified advertising.

Landress et al. describes a system and business methodology for providing interactive and customizable digital full-motion, animated and static multimedia content, to be used for communicating unique personalized entertainment, information, and messages and advertising to

be delivered via the internet, electronic mail, or any other methods of delivering interpersonal communications and messages. The communications and messages are initiated and received by senders and recipients visiting a host site of the system through the internet. Content within the customized communication includes content personally relevant to a user which is integrally associated with sponsorship or advertising information. Creation of a customized communication begins by selection of a content item by a user. The content may be personalized by graphical editing techniques. Personalized or non-personalized content may be executed in parallel or in series with other content items in a multilinear playback sequence compiled according to a predetermined script to produce a finished customized multimedia communication. The host site also provides other features and produce as desirable to users, such as screensavers, reminder services, etc.

The Landress et al. system is configured to integrate advertising content on communications initiated by end users. The claimed invention does not require a communications to be initiated by a user to provide classified ad information to users. Landress et al. nowhere teaches or reasonably suggests providing a multi-tier hierarchical structure with a top level sections menu and lower tier section menus, providing each section menu with a SEARCH ADS link, providing each section menu with a PLACE ADS link, providing each section menu with an EDIT ADS link, providing each section menu with a MY PROFILE link, providing each section menu with a MY CHECKLIST link, providing each section menu with an AUTO NOTIFY link, providing each section menu with a HELP link, providing each section menu with a BROWSE ADS link, providing

each section menu with an ADVANCED SEARCH link, and providing each section menu with a POWER SEARCH link, as Claims 3-22 require.

It is well known that all of the claimed limitations must be taught or suggested by the prior art, and there must be some suggestion or motivation, either in the references themselves or in the knowledge generally available to one of ordinary skill in the art, to modify the references or to combine the reference teachings (*In re Vaek*, 947 F.2d 488, 20 USPQ2d 1438 (Fed. Cir. 1991)).

Applicant respectfully submits that Landress et al. provides no motivation whatsoever to modify the teachings thereof to provide an electronic classified advertising system, or an electronic classified advertising method that each carry out steps including providing a multi-tier hierarchical structure with a top level sections menu and lower tier section menus, providing each section menu with a SEARCH ADS link, providing each section menu with a PLACE ADS link, providing each section menu with an EDIT ADS link, providing each section menu with a MY PROFILE link, providing each section menu with a MY CHECKLIST link, providing each section menu with an AUTO NOTIFY link, providing each section menu with a HELP link, providing each section menu with a BROWSE ADS link, providing each section menu with an ADVANCED SEARCH link, providing each section menu with a POWER SEARCH link, publishing a classified advertisement, searching for classified ads by category and subcategory, posting new classified ads by end users, modifying, renewing, and deleting classified ads by end users, creating, modifying, and deleting a personal search agent to automatically send new classified ads by email that match predefined criteria,

establishing advertisement response criteria; and privately and securely responding to electronic classified advertising, as Claims 3 and 13 require.

Additional features of the invention recited in Claims 3 and 13 are found in dependent Claims 4 and 14, respectively. Newly added dependent Claims 4 and 14 recite that the step of providing each section menu with a SEARCH ADS link further carries out steps including searching for classified ads in the system by section (category) and subcategory.

Applicant respectfully submits that Landress et al. provides no motivation whatsoever to modify the teachings thereof to provide the features Claims 4 and 14 require.

Additional features of the invention recited in Claims 3 and 13 are found in dependent Claims 5 and 15, respectively. Newly added dependent Claims 5 and 15 recite that the step of providing each section menu with a PLACE ADS link further carries out steps including posting new classified ads to the system.

Applicant respectfully submits that Landress et al. provides no motivation whatsoever to modify the teachings thereof to provide the features Claims 5 and 15 require.

Additional features of the invention recited in Claims 3 and 13 are found in dependent Claims 6 and 16, respectively. Newly added dependent Claims 6 and 16 recite that the step of providing each section menu with a EDIT ADS link further carries out steps including modifying, renewing, deleting, or adding or modifying multimedia files to classified ads on the system.

Applicant respectfully submits that Landress et al. provides no motivation whatsoever to modify the teachings thereof to provide the features Claims 6 and 16 require.

Additional features of the invention recited in Claims 3 and 13 are found in dependent Claims 7 and 17, respectively. Newly added dependent Claims 7 and 17 recite that the step of providing each section menu with a MY PROFILE link further carries out steps including registering for an account or updating registration information for an account on the system.

Applicant respectfully submits that Landress et al. provides no motivation whatsoever to modify the teachings thereof to provide the features Claims 7 and 17 require.

Additional features of the invention recited in Claims 3 and 13 are found in dependent Claims 8 and 18, respectively. Newly added dependent Claims 8 and 18 recite that the step of providing each section menu with a MY CHECKLIST link further carries out steps including displaying all classified ads that have been marked for future recall and viewing by the system.

Applicant respectfully submits that Landress et al. provides no motivation whatsoever to modify the teachings thereof to provide the features Claims 8 and 18 require.

Additional features of the invention recited in Claims 3 and 13 are found in dependent Claims 9 and 19, respectively. Newly added dependent Claims 9 and 19 recite that the step of providing each section menu with an AUTO NOTIFY link further carries out steps including creating, modifying, or deleting a personal search agent that automatically sends new classified ads on the system by email that match pre-defined criteria.

Applicant respectfully submits that Landress et al. provides no motivation whatsoever to modify the teachings thereof to provide the features Claims 9 and 19 require.

Additional features of the invention recited in Claims 3 and 13 are found in dependent Claims 10 and 20, respectively. Newly added dependent Claims 10 and 20 recite that the step of

providing each section menu with a BROWSE ADS link further carries out steps including presenting a list of all classified ads on the system.

Applicant respectfully submits that Landress et al. provides no motivation whatsoever to modify the teachings thereof to provide the features Claims 4 and 14 require.

Additional features of the invention recited in Claims 3 and 13 are found in dependent Claims 11 and 21, respectively. Newly added dependent Claims 11 and 21 recite that the step of providing each section menu with an ADVANCED SEARCH link further carries out steps including searching for classified ads using keyword searching, Boolean options searching, case-sensitive searching, date-ranging searching, or searching with imagery.

Applicant respectfully submits that Landress et al. provides no motivation whatsoever to modify the teachings thereof to provide the features Claims 11 and 21 require.

Additional features of the invention recited in Claims 3 and 13 are found in dependent Claims 12 and 22, respectively. Newly added dependent Claims 12 and 22 recite that the step of providing each section menu with a POWER SEARCH link further carries out steps including searching for classified ads in the system based on specific criteria and within ranges.

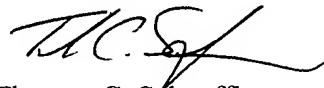
Applicant respectfully submits that Landress et al. provides no motivation whatsoever to modify the teachings thereof to provide the features Claims 12 and 22 require.

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For the foregoing reasons, Applicant respectfully submits that the present application is in condition for allowance. If such is not the case, the Examiner is requested to kindly contact the undersigned in an effort to satisfactorily conclude the prosecution of this application.

Respectfully submitted,



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